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ABSTRACT

A telephone survey of area residents was conducted by the Coast Community College District during Spring 1980 to assess citizen awareness of the District's programs and to determine area educational needs. Approximately 4,800 individual telephone numbers were dialed to obtain completed interviews with 546 residents, representing a geographically stratified random sample of the District's population (N=337,000). In addition to demographic data, the structured interviews solicited information on the respondents': (1) familiarity with the District's colleges; (2) past association with the colleges; (3) educational interests and plans; (4) attendance at and interest in community service events sponsored by the District; (5) familiarity with the District's public television system; and (6) perceptions of the importance of seven aspects of the California community colleges' mission. Selected findings indicate that 99% of the respondents were familiar with at least one of the District's colleges and that 87% felt that direct mail was the best way to publicize District programs. Of the 47% of the respondents planning to take a course, 84% planned to do so at one of the District's colleges. The most predominant reason for wanting to take a course was personal enjoyment, followed by occupational training. The study report summarizes findings and provides a demographic profile of the respondents. (JP)

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COAST COMMUNITY COLLEGES COMMUNITY TELEPHONE SURVEY 1980

REPORT
NUMBER 1

COAST CONVERSATIONS

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COAST COMMUNITY COLLEGES Community Telephone Survey 1980

COAST CONVERSATIONS:

**An overview of the 1980 Community
Telephone Survey and demographic
description of the respondents.**

Dennis G. Butler
Associate Dean, District Research

The 1980 Community Telephone Survey was made possible by the efforts of the many people in the District who provided their ideas, time and skills. So many individuals contributed to the project that it would be impossible to name them all. Special thanks are in order for the members of the Research/Planning Task Force who suffered through the technical development of the survey materials, the college presidents and other members of the Chancellor's Cabinet who provided executive direction for the survey, the many individuals from the three colleges who took the time to review survey materials and offer their suggestions, and the interviewers who presented a very positive image for the Coast Community Colleges while working some long and difficult hours.

Individual recognition must be given to a few people who were absolutely vital to

the success of this project. They are Rick Forsberg who developed the specifications for the survey data base and directed the data entry process. Carol Falkner who developed the interviewer training manual and directed the training of the telephone interviewers, and Judi Gregory who directed the pre-testing of the survey items and supervised the entire data collection procedure.

Finally, the biggest collective thank you goes to the residents of the Coast Community College District who graciously shared their time and their thoughts with us. Without their openness and interest in the Coast Community Colleges, none of this would have been worthwhile.

Dennis G. Butler
Coast Community College District
December, 1980

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INTRODUCTION

In the Spring of 1980, the Coast Community Colleges conducted a survey of the adult population living within the 105 square-mile boundaries of the District. This research effort was initiated by Chancellor Norman E. Watson in response to one of the 1980 goals of the District Board of Trustees:

"To develop a community assessment proposal that will result in a current data base for future planning."

In addition to the broad purpose of developing a community assessment data base, the survey was designed to gather information directly from the community regarding:

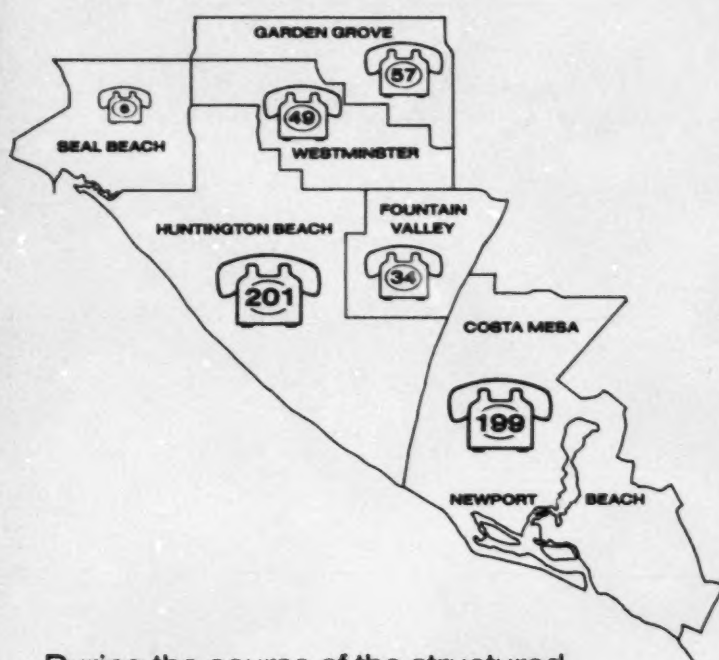
- the effectiveness of the District's marketing efforts,
- the community's perceptions of the relative importance of community college functions and services,
- the community's propensity to take part in District programs and services, and
- the educational interests and needs of the community.

Planning for the survey began in the late Fall of 1979 under the direction of the Associate Dean, District Research, with the District Research/Planning Task Force serving as the Technical Advisory Committee and the Chancellor's Cabinet serving as the Executive Committee for the survey. The survey was conducted by means of structured telephone interviews during the months of May and June, 1980. Approximately 4,800 individual telephone numbers were dialed in order to obtain completed interviews from 546 residents of our community.

The survey sample was stratified on the basis of geographic distribution of dwelling units within the District. The sample was selected through the use of computer-generated, four-digit random numbers which were then randomly linked to the various telephone prefixes that serve the District's residents. This approach was used to ensure a sampling of the unlisted telephones which are quite common in the Coast District. Within a 4% error margin, we are 98% confident that the 546 interviews from the survey accurately represent the 337,000

adults (age 18 and over) that reside within the Coast Community College District. This means that if 80% of the survey respondents answered "yes" to a particular question, and the same question was asked of every adult living in the District, the chances are 98 out of 100 that between 76% and 84% of the entire population would also answer "yes."

The following map provides a pictorial description of the geographic distribution of our survey respondents.



During the course of the structured telephone interviews, which were approximately 15 minutes in length, the respondents were asked questions about their awareness of the Coast Community

Colleges, their past associations with the colleges, their own educational interests and future educational plans. Attendance and interest in community service events such as concerts, plays and lectures were explored along with awareness of the District's PBS television station KOCE, Channel 50. In addition, the respondents were asked to give importance ratings for seven statements that described the missions of community colleges in California. Finally, the respondents were asked a number of questions about themselves to provide a set of demographic characteristics for analysis purposes.

The survey has provided us with a rich source of information about our community and the many facets of our relationship to it. This report presents a general look at some of the overall findings from the survey. More detailed analyses of the data will be presented in subsequent reports, along with a special report devoted to the methodological details of planning and conducting the survey.

The subsequent reports from the survey, with the exception of the methodological report, will be non-technical in nature, intended to share the results of the survey with as wide an audience as possible. After reading the individual reports, those who would like to see more detailed data or statistical information are invited to contact the District Research Office, 1370 Adams Avenue, Costa Mesa, California 92626, (714) 556-5000.

REPORTS FROM THE SURVEY PROJECT

During the evolution of this project, it became clear that the scope and complexity of the information from the Community Survey warranted a series of reports, each focused on a specific area of inquiry, rather than one massive document filled with a myriad of facts and figures. In addition to this preliminary overview report, the following reports are currently being developed:

REPORT NO. 2

THE COAST MESSAGE: An Examination of the Extent to Which Basic Marketing Efforts are Reaching the Community.

This report is focused on District marketing information and the avenues by which it reaches the community. Recognition factors for the individual colleges and the District are examined in relationship to demographic variables. Information is presented on what sources are currently used by the community to find out about our programs and services. Respondents were also asked which source of information they preferred. Attendance at our colleges,

probably the best measure of our marketing effectiveness, is examined in relationship to the demographic variables.

REPORT NO. 3

THE COMMUNITY JOINING US: An Analysis of Previous Attendance and Future Interest in Community Service Activities.

This report looks at community attendance and interest in sports events, concerts, plays, art exhibits and lectures. Attendance and interest patterns are examined in relationship to demographic variables in an attempt to isolate the characteristics of those who are more likely to join us in these activities.

REPORT NO. 4

TUNING IN ON CHANNEL 50: A Demographic Comparison of KOCE Watchers and Non-Watchers.

This report looks at what proportion of the community has watched KOCE, what proportion has heard of KOCE, and explores the differences in demographic

characteristics between the Channel 50 watchers and the non-watchers.

REPORT NO. 5

PURPOSES AND PRIORITIES: An Analysis of Community Attitudes Towards the Missions of the Community College.

This report examines the relative priorities the community places on various community college missions as expressed by importance ratings for a series of mission statements. Both the personnel perspectives and the social perspectives of our respondents are explored. The ratings of our community are compared with those of a statewide sample who rated the same mission statements.

REPORT NO. 6

THE LEARNING COMMUNITY: An Examination of the Educational Interests and Future Educational Plans of the Community.

This report explores the educational interests of our community including their reasons for taking classes, the subject fields they are interested in and where they intend to go to school. As with the other reports, the demographic characteristics of each major group are examined.

REPORT NO. 7

SPEAKING FREELY: Open-ended Comments from the Community and Profiles of Some "Special People."

This report is based on the subjective comments made by respondents during the course of our interviews. They range from glowing praise to stern criticism. In addition, this report presents profiles of the small segment (1%) of our respondents who had never heard of the Coast Community College District or any of its colleges.

REPORT NO. 8

BUSY SIGNAL: Techniques and Methods Used for Planning and Executing the 1980 Community Telephone Survey.

This report is designed to serve the needs of other districts, other research people and those within our District who want to know about the methodological details of conducting a large, complex telephone survey. This report will serve as a record for our own future reference as well as a "cook book" for others to use.

While these eight reports provide considerable information for our planning and marketing efforts, they barely scratch the surface of the wealth of information contained in the Community Survey data base. The level of analysis upon which the reports are based does not go beyond the examination of relationships between two variables at a time. These two-variable analyses can answer questions such as "What are the educational needs of people living in the Huntington Beach/Fountain Valley area?" More in-depth, targeted analyses would require the examination of three-variable and even four-variable relationships. A three-variable analysis would be necessary to answer the question "What are the educational needs of people living in the Huntington Beach/Fountain Valley area with incomes less than \$20,000 per year?" A four-variable analysis would be required to answer the question "What are the educational needs of females living in the Huntington Beach/Fountain Valley area with incomes less than \$20,000 per year?" It should be noted that the current data base from the survey provides the possibility of over 4,000 two-variable relationships to be examined. There are about 120,000 three-variable relationships that could be examined and, if four-variable analysis is desired, there are more than two-and-one-half million possible relationships!

It is obvious that the District Research Office does not have the necessary resources to fully mine this rich source of information. It is our sincere hope that the reports from the survey will stimulate others in the District to use the survey data base to explore their particular interests in more depth. The Community Survey data base will be kept active for computer access until next summer. During the 1981 Spring term, the District Research Office will assist those in the District who would like to design their own analyses of the data. In addition, the District Research Office will maintain several thousand pages of analyses that have already been completed.

As indicated above, the published reports from the survey are intended to serve a wide audience. The data are, for the most part, presented in simplified tables or graphs using whole percentages. In addition, the cross-tabulations or two-variable relationships that are displayed are generally limited to those which proved to be statistically significant. Those interested in examining detailed statistical factors, cell-by-cell frequency counts, or those relationships not described in the published reports are invited to visit the District Research Office at 1370 Adams Avenue, Costa Mesa, California 92626. In order to make the most of your time and ours, please phone (714) 556-5000 for an appointment.

CHARACTERISTICS OF THE RESPONDENTS

The demographic characteristics of the respondents are important to any survey research effort. They provide the means for describing the respondents as a group, as well as classifying the respondents into various subgroups for purposes of analysis. The following tables provide a description of the 546 respondents to the Community Survey on the basis of eleven demographic dimensions.

For purposes of statistical analysis, it is often necessary to combine or group the data for a given variable in order to obtain categories that lend themselves to analysis. The tables presented here display the data as they were grouped for statistical testing. In most cases, more detailed breakdowns are available from the survey data base.

It should also be noted that in some of the tables not all of the 546 respondents are

accounted for. It is not uncommon in large survey projects for one or two items of information to be missing from a few of the records. This may occur because the interviewer inadvertently skipped an item or the coding for an item may be unreadable. In any case, a completed interview is rarely discarded because of one missing item. The usual procedure, and the one which has been followed here, is to include the interview in the data base and simply withhold it from any analyses involving the "missing" item. With this procedural information out of the way, attention can now be focused on the respondents.

- What do we know about the 546 individuals who represent many thousands of others living in the Coast District?
- Who are these people who shared their time and their thoughts with us?

Geographic Location

Table 1A
Geographic Distribution of Respondents

Sample Areas	Number of Respondents	Percent	Dwelling Units Actual Percent
Costa Mesa/Newport Beach	199	36%	34%
Huntington Beach	201	37	33
Fountain Valley	34	6	8
Garden Grove	57	10	10
Westminster	49	9	12
Seal Beach	6	1	4

In order to ensure a representative cross-section of people living within the District, the sample for the survey was generated in proportion to the actual percentage distribution of dwelling units in the District. It can be seen from Table 1A that the distribution of respondents who completed interviews very closely approximates the actual distribution of dwelling units across the six sample areas. Thus, the survey responses can be said to represent the views of a geographic cross-section of people living in the Coast District.

Table 1B
Geographic Groups for Statistical Testing

Grouped Areas	Number of Respondents	Percent
Costa Mesa/Newport Beach	199	36%
Huntington Beach/Fountain Valley	235	43
Garden Grove/Westminster/Seal Beach	112	21

The geographic variable was grouped into three major areas in order to provide appropriate categories for statistical testing. This arrangement of geographic data is the one referred to as "Geographic Area" in all of the survey reports. The most detailed level of geographic data maintained on the survey data base is Zip Code.

Gender

Table 2
Respondents by Gender

Gender	# of Respondents	Percent	Actual Adult Population
Male	221	40%	50%
Female	325	60	50

One problem common to most telephone surveys is that of obtaining enough male respondents to allow for analyses to be made by gender. In spite of our society's current state of enlightenment (or possibly because of it), women are much more likely than men to answer the telephone. For some surveys, interviewers have had to resort to asking to speak to a male member of the household. Fortunately, such a device was not necessary for this survey. While women were somewhat over-represented, there were enough male respondents to provide for adequate representation.

Age

Table 3
Respondents by Age Group

Age Category	# of Respondents	Percent
Under 20	57	10%
Twenties	163	30
Thirties	120	22
Forties	83	15
Fifties	67	12
60 and Over	52	10
Decline to State	4	*

The survey provided a good cross-section of respondents by age group. People in their twenties or under twenty were slightly over-represented, while the other age groups were slightly under-represented. Overall, the age distribution of the respondents conforms closely to that of the adult population of the District.

*Less than 1%

Ethnicity

Table 4
Respondents by Ethnicity

Category	# of Respondents	Percent
White	494	91%
Non-white	48	9
Decline to State	4	*

Ethnic categories other than "White" were collapsed into a single category for analysis purposes. The White/Non-white distribution of the survey respondents is less than two percentage points from that of Heads of Household in the District from the last available census data.

*Less than 1%

Household Income

Table 5
Respondents by Level of Income

Income Category	# of Respondents	Percent
\$20,000 or less	127	23%
21,000 to 30,000	106	20
31,000 to 50,000	115	21
Over 50,000	55	10
Decline to State	140	26

The most notable aspect of the income variable is that more than one out of four respondents refused to provide even a general indication of their household income. Any analyses involving the Income variable must, necessarily, be viewed with caution. Overall, the income distribution for the respondents was somewhat higher than that of Orange County and considerably higher than that of the State. This is consistent with previous income data for the District. A more detailed breakdown of the Income variable revealed that only 6% of the respondents reported annual incomes of less than \$10,000 while another 6% reported incomes over \$60,000. When those who declined to state their incomes were excluded; nearly half of those responding reported incomes of over \$30,000 while 5% indicated their incomes exceeded \$80,000 per year.

Education Level

Table 6
Respondents by Highest
Education Completed

Education	# of Respon- dents	Percent
Less than High School Graduation	38	7%
High School Graduation	121	22
A.A. or Some College	238	44
Baccalaureate or Higher	147	27
Decline to State	1	*

*Less than 1%

It is noteworthy that more than 70% of the respondents had completed some kind of college experience. This high level of college experience for people living in the Coast District contrasts with 52% for a comparable statewide sample. Only 7% of the respondents had completed less than high school graduation. This is about half of the comparable statewide percentage.

Time Since Last Schooling

Table 7
Respondents by Time Since
Schooling Completed

Category	# of Respon- dents	Percent
Less than 1 year	136	25%
1 to 3 years	75	14
4 to 9 years	80	15
10 years or more	80	46
Decline to State	4	*

*Less than 1 percent

More than 60% of the respondents had been away from school for four or more years. This represents a market potential of over 200,000 adults, living in the District, who have not taken a class in recent years.

Coast Student Status

Table 8A
Respondents by Student Status
at Coast Colleges

Status	# of Respondents	Percent
Former Coast Students	199	37%
Current Coast Students	62	11
Never Attended	279	52

Nearly half of the respondents reported that they had some kind of educational experience with one or more of the District's three colleges. This represents over 160,000 people currently living in the District who were likely to have taken classes at the Coast Community Colleges.

Table 8B
Coast Student Experience
by College

College	# of Respondents	Percent**
Former Students at:		
Orange Coast	128	24%
Golden West	81	15
Coastline	59	11
Current Students at:		
Orange Coast	24	4
Golden West	23	4
Coastline	15	3

The variation in college participation rates for former students reflects, somewhat, the different time periods since the founding of each college. The participation rates by college for the current students closely reflect the distribution of current enrollments.

**Since some respondents attended more than one college, these are duplicated counts and the percentages are not additive.

Time In Orange County

Table 9
Respondents by Period of
Residence In Orange County

Time In Orange County	# of Respon- dents	Percent
Less than 1 year	44	8%
1 through 3 years	62	11
4 through 9 years	130	24
10 years or more	308	56
Decline to State	1	*

Little more than half of the respondents have lived in Orange County for ten years or more. Approximately one out of every five respondents has settled in Orange County within the last three years.

*Less than 1%

Residence Type

Table 10
Respondents by Type
of Residence

Residence	# of Respon- dents	Percent
House	331	61%
Apartment	138	25
Condo or Townhouse	55	10
Mobile Home or Other	21	4
Decline to State	1	*

Nearly two out of every five respondents reported living in some type of dwelling other than the traditional house. One out of every four respondents indicated they were living in apartments.

*Less than 1%

Household Size

Table 11
Respondents by Number
of People in Household

# In Household	# of Respondents	Percent
One	66	12%
Two	163	30
Three	127	23
Four	102	19
Five	61	11
Six or More	24	4
Decline to State	3	*

Only 15% of the respondents reported more than four people living in the household. The modal or most frequent household size was two. The mean or overall average was 3.05 people per household.

*Less than 1%

SURVEY HIGHLIGHTS

While even a fundamental description of the vast body of information obtained from the Community Survey will require several individual reports, certain broad, overall findings emerged from the early stages of analysis. These highlights provide a first-look at the survey results from an overall perspective. They clearly indicate that the Coast Community Colleges are a pervasive and integral part of the community.

High Recognition Factors for Colleges and District

- 95% of the respondents were familiar with at least one of the Coast Colleges.
- More than half the respondents were familiar with all three colleges.
- 82% indicated they had heard of the Coast Community College District prior to the survey.

Mailings are Most Effective Information Sources for Community

- Brochures and class schedules mailed to residences in the District were the predominant sources of information about our programs and services.
- 81% of the respondents indicated they got information about the colleges from mailed brochures, while mailed class schedules were an information source for 48%.
- Direct mail was selected by 87% of the respondents as the best way for the District to provide information about programs and services.
- Direct mail was also a major source of criticism as expressed in open-end comments made by respondents during the interviews.

Coast Colleges Highly Attended and Students Report Satisfaction

- 48% of the respondents had either attended one of the Coast Colleges in the past or were currently attending.
- 37% were former students and 11% were current students. Combined, this represents over 160,000 people who have had an educational experience with the Coast Community Colleges.
- 95% of those who have taken classes at one or more of the Coast Colleges indicated they were satisfied with the experience.

Community Service Activities have Attracted Wide Audience

- Respondents indicated that the various community service activities sponsored by the Coast Community Colleges have been attended by a substantial number of District residents.
- Percent of respondents who reported having attended various community service activities were:
 - 19% — Sports Events
 - 20% — Concerts
 - 17% — Plays
 - 13% — Art Exhibits
 - 17% — Lectures
- Expressions of future interest in attending various community service activities suggest there is a large potential audience for any of these events.

Substantial Demand for Coast District Classes and Programs

- 47% of the respondents indicated they were planning to take classes in the near future.
- 84% of those planning to take classes reported that they planned to attend one of the Coast Colleges. This represents a potential of 133,000 people living in the community that are interested in the courses and programs offered by the Coast Community Colleges.
- While educational needs varied, the predominant reason for taking classes (47%) was for personal enjoyment. Occupational training was the need expressed by 25% of those planning to take classes, while 24% were interested in obtaining a college degree and 4% were uncertain about their reasons.
- The most popular fields of study among those planning to attend for personal enjoyment were Performing Arts, Recreational Activities, and Business and Management.
- Most popular fields among those interested in occupational training were Business and Management, Engineering and Related Technologies, and Health Science.
- Most popular fields among degree seekers were Business and Management, Health Sciences, Performing Arts, and Liberal Arts.

High Importance Ratings Given for Community College Missions

- Residents of the Coast Community College District gave significantly higher importance ratings to the missions of California's community colleges than did a statewide sample of California residents in a study conducted earlier this year.
- Relative order of importance for community college missions as determined by the respondents was:
 1. Occupational Training
 2. Transfer Education
 3. Life-long Learning
 4. Basic Skills Education
 5. Student Supportive Services
 6. General Education
 7. Cultural and Recreational Programs
- Coast District respondents placed relatively more importance on Life-long Learning and Student Supportive Services than did the statewide sample. Basic Skills Education and General Education were given less relative importance than in the statewide study.

KOCE-TV, Channel 50, Widely Known in Community

- A sizable portion of the respondents (44%) reported that they watched KOCE.
- Of those who did not watch KOCE, nearly two-thirds (65%) indicated that they had at least heard of it.
- One out of every three respondents who did not watch KOCE reported that they did watch KCET, Channel 28.

These highlights provide a broad view of the survey findings and are intended to serve as a foundation for more detailed examination of specific topics. While we do not expect all those who read this overview to be interested in all of the detailed reports, it is our hope that most readers will find something of interest in at least one of the subsequent reports from the survey.

IN CONCLUSION

Survey efforts such as the 1980 Community Telephone Survey are necessarily two-way forms of communication. While the 546 respondents to this survey provided information that will be useful to us for future planning, they also learned that the Coast Community Colleges truly care about their opinions and their educational interests. In addition, 162 respondents were provided with special information in the form of brochures, schedules, counseling contacts and Forum Fifty Magazine in response to their individual requests and specific interests.

The 1980 Community Telephone Survey was a sizable undertaking. The planning and execution of the survey required substantial contributions and cooperation from many of the District staff. The results from the survey are quite satisfying in that they point to highly positive relationships with the community on a variety of dimensions. However, the real challenge for all of us that are part of the Coast Community Colleges still lies ahead. That challenge is to use the information that the community has provided us to further improve our responsiveness to the educational needs of those living in the Coast Community College District.

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